

Educational program
«LUXURY MANAGEMENT AND MARKETING»

PURPOSE OF THE EDUCATIONAL PROGRAM

Training of specialists for Luxury management and marketing for business in the premium segment in various fields of activity: luxury hotels, luxury restaurants, VIP-travel and tourism, luxury real estate, premium retail, VIP-service, including skills of substantiation of business ideas and implementation of business initiatives in the market of luxury services; strategic and operational management of international and national business of the luxury segment; formulation of mission, setting values, vision, goals, development and implementation of development strategies and marketing programs, adoption and implementation of effective management decisions in corporations and premium organizations.

EMPLOYMENT OPPORTUNITIES

- Managers, executives (top and middle management),
- Business consultants,
- Business owners in the areas of activity: luxury hotels, luxury restaurants, VIP-travel and tourism, luxury real estate, premium, VIP-service.

PARTNERS OF THE EDUCATIONAL PROGRAM INVOLVED IN THE FORMATION OF THE CONTENT OF LEARNING AND PRACTICAL TRAINING

Leading domestic and international hotel operators and restaurant chains: hotels of international and Ukrainian brands: «Fairmont», «Hilton», «Holiday Inn Kiev», «Hyatt Regency Kyiv», «Ibis Kiev City», «InterContinental», «Radisson Blu», «Ramada Encore», «Онепа», design hotel «11 Mirrors», apart-hotel «Senator», «Premier International», «Ribas hotels group», «Reikartz Hotel Group». Hotel and restaurant complexes: "Selfish club", "Trypillya Sun", including hotels and restaurants Slovakia, Bulgaria, Italy, Greece. Internship bases and practices: international hotel and restaurant chains of Ukraine, Bulgaria, Turkey, Slovakia, Croatia, Italy, France, UAE, etc.

DISCIPLINES OF THE EDUCATIONAL PROGRAM

"Luxury Service Management", "Luxury Tourism Management", "Haute Cuisine Technologies", "Luxury Goods and Services", "Luxury Real Estate Management and Economics", "VIP Consumer Behavior", "High Fashion Marketing", "HR -management", "Brand management", "Examination of jewelry, antiques, cultural values", "Consumer, corporate law", "Psychology of business and image", "Professional communication in a foreign language" and others.

COMPETITIVE ADVANTAGES

- One of the most popular and highly paid professions in the world
- Involvement of representatives and experts in the field of international hotel and restaurant business, management, economics, marketing. Regular holding of master classes and lectures by professionals
- Innovative Stream-lectures and practical classes using application packages with a focus on the global vision of the international hotel services market.
- Innovative educational infrastructure: specialized studios of HoReCa design, engineering, VR-technologies, creative coworking "KNUTEHUB"
- Dual, mixed, non-formal education, international mobility
- A combination of education, science, sports and leisure.

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